



## COMPETITIVE REWARD COMMERCE MODEL

### ABSTRACT

An online competitive commerce program (the "Program") rewards artists and record labels that have manufactured compact disks or other products based on the number of such products sold online through the Web site of an Internet sales entity. The Program, created for use with music industry merchants, awards a cash prize on a monthly basis to the artist or label whose product sells in the greatest quantity. Such products include CDs, T-shirts, concert tickets, etc.

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